

..... I WONDER?

Ranger Rick's nature magazine

PUBLISHED BY THE NATIONAL WILDLIFE FEDERATION



Observe the beauty in your backyard...



Hornbeam

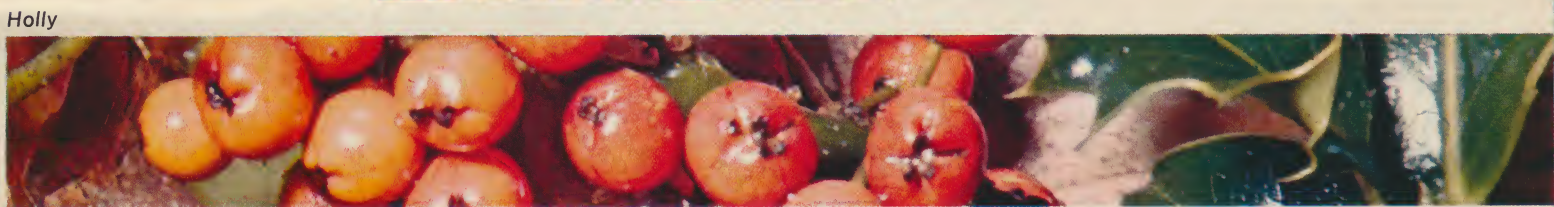


Scotch Pine

Discover the secrets of nature all around us.



Marsh Marigold



There is a year full of excitement and adventure ahead with

Ranger Rick's Nature Magazine.

10 full color issues only \$6.00

The world's largest conservation organization, National Wildlife Federation, combining with the country's leading child educators and top authorities on nature and the natural sciences, has created the finest educational magazine in print. It has put nature to work to capture the interest of children!

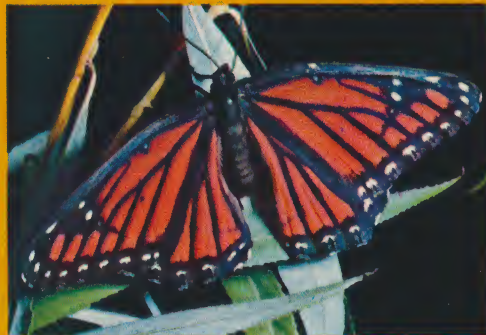
Ranger Rick is written for children, in their language and in their happy spirit. Imagine their delight in reading "butterflies taste with the soles of their feet . . . some grasshoppers hear with their knees . . . robber flies mimic bumblebees to fool enemies" . . . and other fascinating facts.

Ranger Rick's Nature Magazine will introduce your child to songbirds, musical beetles, wildflowers and mysterious wild animals. It will carry him across the threshold to the outdoor wonderland. There he will receive the master key to learning. Out of the hidden secrets of nature will come answers that will serve him throughout life.

Ranger Rick's Nature Magazine is the perfect year-round gift for elementary school age boys and girls. Enrolling them as members of Ranger Rick's Nature Club gives them this beautiful magazine with its many other exclusive benefits . . . \$6.00 per year.



Grasshopper



Viceroy Butterfly

Special for Teachers and Schools—Educational group rates: 10 or more Ranger Rick's Nature Magazines to **one** name, **one** address, only \$5.00 each per year. Free monthly Teacher's Guide to members upon request. Write Department #280, National Wildlife Federation.



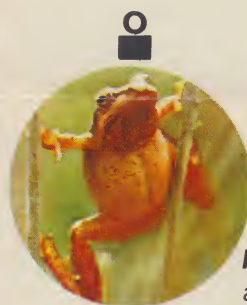
Robber Fly

National Wildlife Federation, 1412 Sixteenth Street, N.W., Washington, D.C. 20036

WHAT GOES ON IN A CHILD'S MIND



The Bouncing Bighorn may look like he is wondering about the little boy but he is really puzzled by his new home to which he has been moved to save him from extinction! Read conservation stories in the handsome 48-page Ranger Rick's Nature Magazine for boys and girls of the elementary school age.



*It excites
a child's curiosity*



*It enlarges
his knowledge*



*It helps him
to grow*

Give the Perfect Pair for Christmas

The National Wildlife Federation, the world's largest conservation organization, has created two publications to alert our citizenry to this silent fight for survival.



6 issues
\$5.00 per year



10 issues
\$6.00 per year

Christmas Gift giving is...

Ranger Rick's

NATURE MAGAZINE

For Children!

The exciting gift that opens a child's mind
through his eyes, ears, hands and heart.
10 BIG COLORFUL ISSUES
FOR ONLY \$6.00

Published by the National Wildlife Federation



CHALLENGING SCIENCE ARTICLES

What Makes Weather? Can Plants Live in Outer Space? How Do You Fight a Forest Fire?—Page after page of stimulating science subjects is waiting for your child in **Ranger Rick's Nature Magazine**. Even the most complex subjects are written with extraordinary clarity and simplicity. They will inform him, develop his reason and stretch his imagination.

FUN THINGS TO MAKE AND DO

Learning takes place through experience. Discovering animal tracks, building a hummingbird feeder, learning about sea shells, reptiles and amphibians, your child enters a new world and **Ranger Rick's Nature Magazine** is his guide.

ADVENTURESOME CONSERVATION STORIES

Ranger Rick, our raccoon mascot, becomes a living personality to boys and girls who read or listen to his stories. Children quickly identify with his woodland friends, Ollie Otter, Zelda Possum, Wally Wolf and their adventures. When they are in danger, our wildlife and its environment become vivid and important. Ranger Rick brings your child an awareness of our national resources and a sense of responsibility for their welfare.

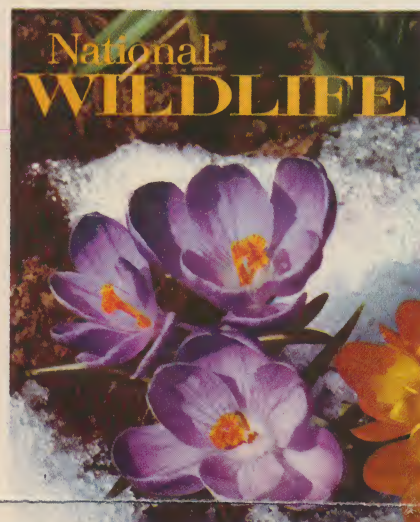
the Sea Turtle

Roaming the oceans are the largest turtles in the world. This giant reptile is a young loggerhead sea turtle.

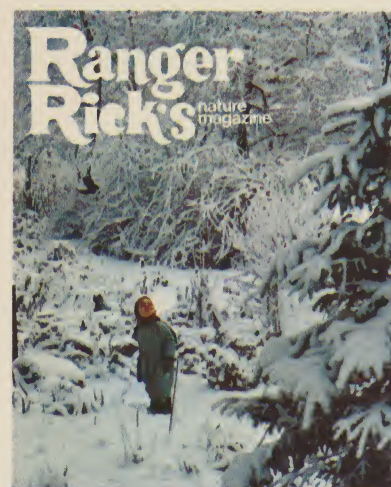


IS MAN IN DANGER OF BECOMING EXTINCT?

Could it be that in ten years only the winds will blow across this scene . . . that man will have poisoned himself out of existence? It can happen but it doesn't have to . . . if we heed the warnings of our endangered wildlife and our mismanaged natural resources and overcome present air and water pollution. We may choose to ignore the problem—nature will not. Immediate corrective measures and long range conservation are a necessity now—before it is too late. The National Wildlife Federation, the world's largest conservation organization, has created two publications to alert our citizenry to this silent fight for survival.



6 issues \$5.00 per year



10 issues \$6.00 per year

SAVING MAN AND HIS WORLD IS THE TRUE

National Wildlife is dedicated to saving man through the wise use of his natural resources

NATIONAL WILDLIFE MAGAZINE...the Significant Christmas Gift.

National Wildlife Magazine is a powerful voice for Conservation in America

Issue after issue alerts you to the unique problems our civilization is bringing to our wildlife, to our natural resources and to the very civilization that is creating these difficulties. All of us are contributing to the problems, directly or indirectly. All of us are being—or will be—affected by them.

Do you know that you, as an average adult, inhale 6,000 gallons of air daily? If you live in a city you vacuum in 10,000,000,000—ten billion—particles of foreign matter each day. There is concrete evidence linking that intake with a long list of ailments, including asthma, emphysema, bronchitis, and even lung cancer. If you live away from the city, you breathe much cleaner atmosphere, but air pollution still costs you in rust, corrosion, plant and animal damage and a hundred other ways. The national property loss from air pollution is estimated in billions of dollars a year. And this is only air pollution!

National Wildlife is more than a magazine, it is an open forum for the sharing of information vital to every American. It brings to your attention the issues of preservation. A case in point is the "villainous wolf." Long feared and hated in fiction and fairy tale, he is now in danger of extinction. If undesirable, why mourn him? The truth of the matter is that biologists say the big predators in nature actually do more good than harm! You should know this, so that the fate of the wolf is not a decision by default!

National Wildlife opens opportunities for you as an individual citizen. The question most often asked about conservation is: "What can I do?" National Wildlife tells you what you can do, at home, in your neighborhood, with your family and your neighbors. Creating a local bird sanctuary or controlling pollution in a local fishing stream will give you great pleasure and pride and adds to the total health of our nation. Whatever you can do as an individual gains strength when you join with others. You begin to realize you can do something!

National Wildlife gives significance to statistics. How much is enough in the preservation of California's awe-inspiring redwoods? Are our public land laws obsolete? Can America clean up her polluted waters? National Wildlife Magazine realistically interprets the claims and counter-claims of such controversies to give the reader all the known facts and facets of a given controversial situation, enabling him to make his own fair and accurate appraisals—and decisions. This publication recognizes the urgent need for man to live in harmony with his environment.

National Wildlife informs you about major conservation issues, both those under consideration in the Congress and those that relate to agencies administering to natural resources. Background information on the preservation of wilderness areas and wild or scenic rivers, the establishment of parks and seashores and wildlife refuges, and means for protecting endangered species of wildlife is provided.

National Wildlife gives you a voice in the management of America's natural resources and makes you more than just a citizen who enjoys privilege without responsibility. Your fellow workers are scientists, biologists, statesmen, artists who echo the words of Ding Darling, founder of the National Wildlife Federation: "Conservation is not just a sentimental hobby, nor a fanciful hope of idle dreamers, of duck hunters, of fishermen, or bird lovers. It is a science whose principles are written in the oldest legal code in the world—The Laws of Nature."

National Wildlife magazine is vivid, meaningful, practical and exciting. Suddenly you realize a great new dimension has entered your life. Through its involvement you become involved. You are alive to vast new needs and opportunities: You have become a custodian of living creatures, rushing streams, the air you breathe, the land you walk upon and the protection of it for all generations yet to come . . . if they are to come!



Before, above, after, below, acid mine drainage



Wolf

Blue Jay



Mt. Rainier

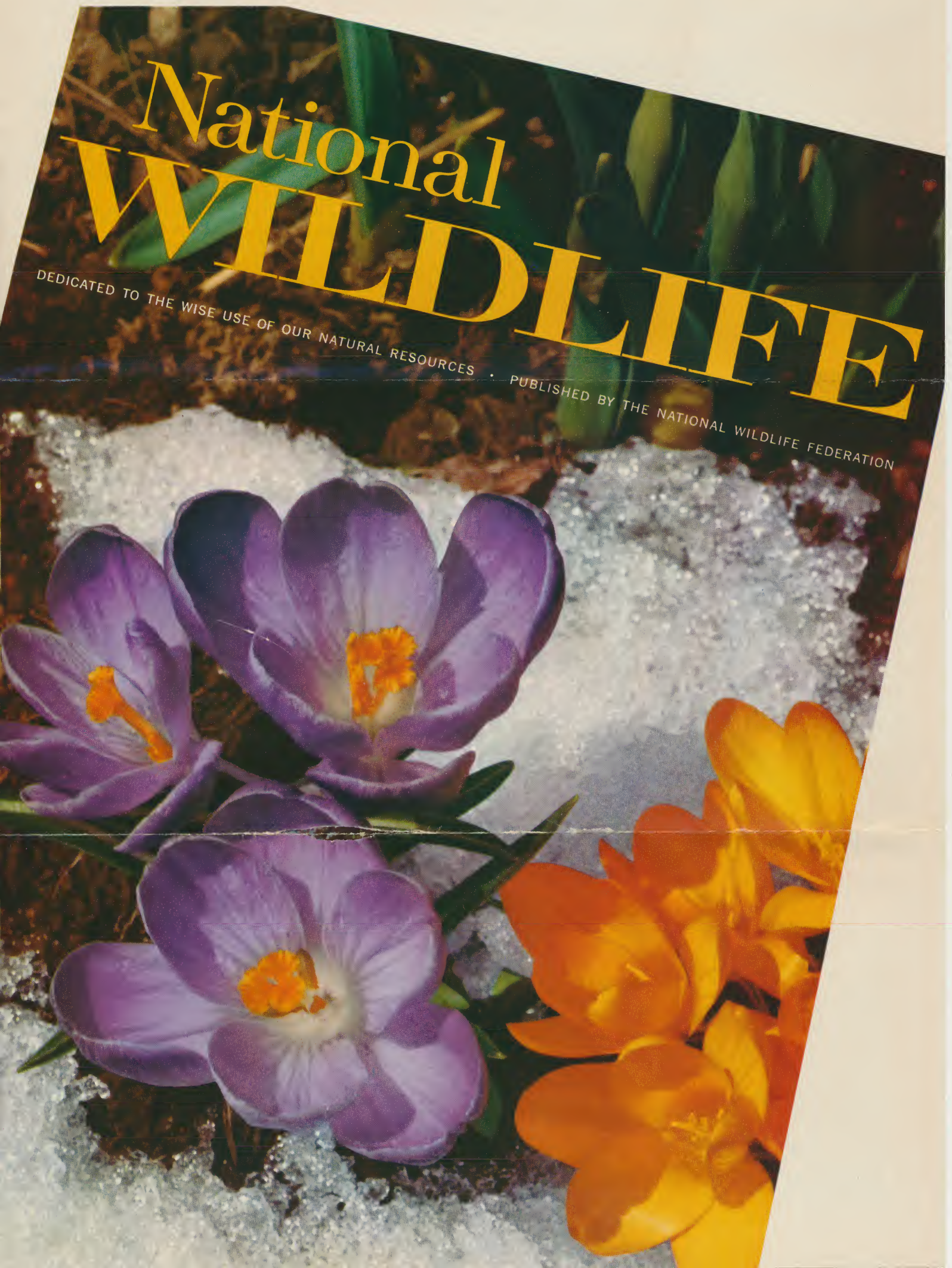


Drainage

Suwannee River



SIGNIFICANCE OF CHRISTMAS



NATIONAL WILDLIFE MAGAZINE

Is An Invitation To Adventure



National Wildlife magazine reveals the spectacle of nature.

North, South, East or West—in this vast country of ours there are mountain trails and country lanes and water courses bursting with life and sudden beauty and unexperienced thrills. National Wildlife magazine will chart your course and teach you how to “See” and “Touch” and “Feel” every moment of your out-of-doors adventure. National Wildlife is also a source of armchair, fireside and family enjoyment.

National Wildlife gives you fascinating facts.

Did you know that snowbirds take snow baths by splashing crystals into their breasts and dip their heads into the snow washing it over their shoulders to increase their insulation against cold winter nights?

Did you know that most stories about snakes are untrue? They don't milk cows, aren't charmed by music—though they are sensitive to ground vibrations. Nor do they have any hypnotic power. Their eyes stare unblinkingly because they have no eyelids.

Did you know that submerged “junk” such as old ships, cars, and brush piles readily become cities for fish. The fish quickly multiply in number and variety, providing new fishing possibilities.

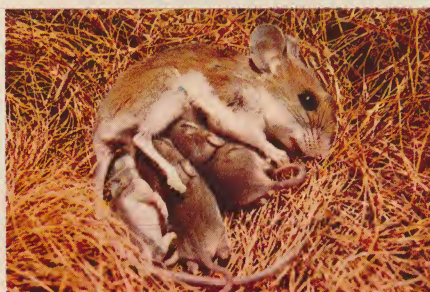
**FOR SIGNIFICANT LIVING,
YEAR-ROUND PLEASURE**

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NATIONAL WILDLIFE MAGAZINE
THIS CHRISTMAS**

6 issues—\$5.00

National Wildlife Federation

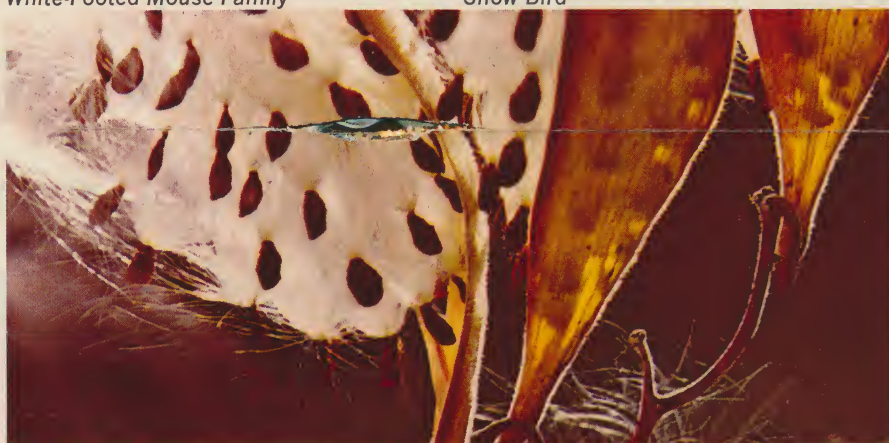
1412 16th Street, N.W. • Washington, D.C. 20036



White-footed Mouse Family



Snow Bird



Rough Green Snake



Underwater Junk



Grass of Parnassus